



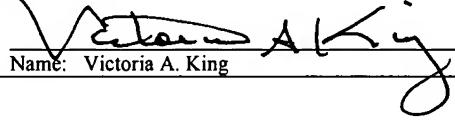
PATENT

THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Lawrence Morrisroe, et al. Examiner: Yehdega Retta
Serial No. 10/696,295 Group Art Unit: 3622
Filed: October 28, 2003 Docket No. 85804-010801
Title: METHOD AND SYSTEM FOR CREATING, SERVING AND
TRACKING ADVERTISEMENTS
Customer No.: 32361

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Name: Victoria A. King

AMENDMENT AND RESPONSE TO OFFICE ACTION

Date: February 15, 2007

MAIL STOP: AMENDMENT
Commissioner for Patents
Post Office Box 1450
Alexandria, Virginia 22313-1450

Sir:

This is in response to the Office Action mailed November 20, 2006. Please amend the application as follows.